## AMENDMENT TO THE CLAIMS

Claims 1-12 have been withdrawn from consideration in accordance with Applicant's election in response to the restriction requirement mailed on March 31, 2006.

1.      **(Withdrawn)** In a network system comprising a public network, a creative selection server, a content server, and a user computer that requests content pages over the public network and receives content pages with space for one or more embedded creatives from the content server: a server system comprising

a direct connect server connected to the content server by other than the public network, wherein the direct connect server receives creative selection criteria from the content server, generates a request for creative message as a function of the creative selection criteria; transmits the request for creative message to the creative selection server; receives an identification of one or more creatives from the creative selection server; and sends the identification of one or more creatives to the content server.

2.      **(Withdrawn)** The request for creative message of claim 1 further defined as a function of a stored profile.

3.      **(Withdrawn)** The request for creative message of claim 1 further defined as a function of the IP address of the user computer.

4.      **(Withdrawn)** The request for creative message of claim 1 further defined as a function of whether or not the user computer has previously connected to the content server.

5.      **(Withdrawn)** The request for creative message of claim 1 further defined as a function of the domain name of the user computer.

6.      **(Withdrawn)** The request for creative message of claim 1 further defined as a function of a search term entered by the user computer.

7.     **(Withdrawn)** The request for creative message of claim 1 further defined as a function of IP address of the content server.

8.     **(Withdrawn)** The request for creative message of claim 1 further defined as a function of mapping the IP address of the user computer, but not including data from which the actual IP address can be derived.

9.     **(Withdrawn)** The request for creative message of claim 1 further defined as a function of whether or not the user computer has previously connected to the direct connect server.

10.    **(Withdrawn)** The request for creative message of claim 1 further defined as a function of the domain name of the content server.

11.    **(Withdrawn)** The request for creative message of claim 1 further defined as a function of a meta tag on the content server.

12.    **(Withdrawn)** The direct connect server of claim 1 further comprising a lookup table for storing category codes for use in generating a request for creative message.

13.     **(Original)** In a network system comprising a public network, a creative selection server connected to the public network, a content server, and a user computer that requests content pages over the public network and receives content pages and redirect commands for one or more creatives from the content server: a server system comprising

a direct connect server connected to public network separately from the creative selection server, wherein the direct connect server receives creative selection criteria from the user computer,

generates a request for creative message as a function of the creative selection criteria;

transmits the request for creative message to the creative selection server; and

receives an identification of one or more creatives from the creative selection server and sends the identification of the one or more creatives to the user computer.

14.     **(Original)** The request for creative message of claim 13 further defined as a function of a stored profile.

15.     **(Original)** The request for creative message of claim 13 further defined as a function of mapping the IP address of the user computer, but not including data from which the actual IP address can be derived.

16.     **(Original)** The request for creative message of claim 13 further defined as a function of the IP address of the user computer.

17.     **(Original)** The request for creative message of claim 13 further defined as a function of whether or not the user computer has previously connected to the content server.

18.     **(Original)** The request for creative message of claim 13 further defined as a function of the domain name of the user computer.

19.    **(Original)** The request for creative message of claim 13 further defined as a function of a search term entered by the user computer.

20.    **(Original)** The request for creative message of claim 13 further defined as a function of IP address of the content server.

21.    **(Original)** The request for creative message of claim 13 further defined as a function of whether or not the user computer has previously connected to the direct connect server.

22.    **(Original)** The request for creative message of claim 13 further defined as a function of the domain name of the content server.

23.    **(Original)** The request for creative message of claim 13 further defined as a function of a meta tag on the content server.

24.    **(Original)** The direct connect server of claim 13 further comprising a lookup table for storing category codes for use in generating a request for creative message.